

IN THE SPECIFICATION

Please replace the paragraph beginning at line 6 of page 8 with the following rewritten paragraph:

A1  
--Figure 1 illustrates an embodiment of the present invention of a network system 100. Network system 100 comprises a web server 110 connected to a client 120 via the Internet 130. The Internet 130 may refer to a network of computers. It is noted that network system 100 may comprise a plurality of clients 120 connected to web server 110 via the Internet 130 and that Figure 1 is used for illustrative purposes [only].--

Please replace the paragraph beginning at line 4 of page 9 with the following rewritten paragraph:

A2  
--Web server 110 may further comprise a service engine 113 for providing access to a computer service. System 100 may further comprise a server 140 including a service engine 141 for providing access to a second computer service. [and server 140 may comprise a service engine 141 for providing access to a second computer service. From the user's perspective of client 120, the location of the service engine does not matter.]--

Please replace the paragraph beginning at line 11 of page 9 with the following rewritten paragraph:

A3  
--Figure 2 illustrates a typical hardware configuration of client 120 which is representative of a hardware environment for practicing the present invention. Client 120 has a central processing unit (CPU) 210, such as a conventional microprocessor, coupled to various other components by system bus 212. An operating system 240, e.g., DOS, OS/2™, runs on CPU 210 and provides control and coordinates the function of the various components of Figure 2. Application 242, e.g., program for controlling information gathered by data collection agencies in an electronic transaction as described in Figure 5, runs in conjunction with operating system 240 and provides output calls to operating system 240 which implements the various functions to be performed by application 242. Read only memory (ROM) 216 is

3d

coupled to system bus 212 and includes a basic input/output system ("BIOS") that controls certain basic functions of data processing system 213. Random access memory (RAM) 214, I/O adapter 218, and communications adapter 234 are also coupled to system bus 212. It should be noted that software components including operating system 240 and application 242 are loaded into RAM 214 which is the computer system's main memory. I/O adapter 218 may be a small computer system interface ("SCSI") adapter that communicates with disk units 220, e.g., disk drive, and tape drives [240] 250. It is noted that the program for controlling information gathered by data collection agencies in an electronic transaction as described in Figure 5 may also reside in web browser 121 which may reside in disk units 220 or application 242. Communications adapter 234 interconnects bus 212 with the Internet 130 enabling client 120 to communicate with the Internet 130. Input/Output devices are also connected to system bus 212 via a user interface adapter 222 and a display adapter 236. Keyboard 224, trackball 228, mouse 226 and speaker 230 are all interconnected to bus 212 through user interface adapter 222. Event data may be input to client 120 through any of these devices. A display monitor 238 is connected to system bus 212 by display adapter 236. In this manner, a user is capable of inputting to client 120 through keyboard 224, trackball 228 or mouse 226 and receiving output from client 120 via display 238 or speaker 230.--

---

Please ~~replace~~ the paragraph beginning at line 6 of page 11 with the following rewritten paragraph:

---

2d

--Figure 3 illustrates a pictorial representation of a persona object 300 according to an embodiment of the present invention. A persona object 300 may be characterized as an object representing various facets 320A-F of an individual's personalities, traits or interests. Persona object 300 may further comprise a core persona 310 that comprises the individual's most sensitive information, e.g., credit card number, social security number, private key, public key, unique key, name, e-mail address, date of birth, payment method. Facets 320A-F may collectively or individually be referred to as facets 320 or facet 320. It is noted that persona object 300 may comprise any number of facets 320 and that Figure 3 is used for illustrative

Ad purposes [only]. It is further noted that an instance of persona object 300 may be a data structure as illustrated in Figure 4 that may be stored in application 242, web browser 121, or in any storage medium, e.g., disk units 220, smart card.--

---

Please replace the ~~paragraph~~ beginning at line 8 of page 12 with the following rewritten paragraph:

---

l5 --Facets 320 may comprise particular user selected information, e.g., name, e-mail address, unique key, public key, private key, payment method, that may be necessary to complete an electronic transaction between client 120 and the web site accessed via web browser 121. The particular information selected by the user may be exposed during the electronic transaction. Facets 320 may further comprise customer resource data. Customer resource data may refer to information that may be gathered by data collection agencies and distributed to marketers who deduce the user's interest or buying habits from that data. Each facet 320 may comprise different information that an individual wants to expose to a particular web site. For example, facet 320E, e.g., adult entertainment interest, may only comprise the user's unique key and not the user's name, e-mail address or other personal identification. That is, a user when accessing a web site that deals with adult entertainment may only expose the information in facet 320E, e.g., adult entertainment interest, to thereby protect the user's privacy. A detailed description of how facets may be implemented in an electronic transaction is described in connection with Figure 5 [Figure 3].--

---